

LEO BURNETT COMPANY, Inc.

Ad No. 911—Req. No. 79408—100 lines—B&W—1 col. x 100 lines (1 1/2" x 16 in.)—Boston Newspapers, 1959 (B)

# WIN

A TRIP (for 2)  
TO LONDON

(England)

fly via



## QANTAS

AUSTRALIA'S  
ROUND-THE-WORLD AIRLINE

ALL YOU DO IS CARRY  
A PACK OR BOX \* OF

## Marlboro CIGARETTES!

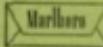
If you carry a pack or box of Marlboro cigarettes\* with you today and every day between now and March 1959, you may win an all-expense-paid trip for two for a week in London, England.

There's nothing to write or rhyme. You may be stopped by our mystery shopper on a street, in a store or any place in Boston and asked for your pack or box\*. If you have one with you, you'll get a very special chance to win this trip to London.

\*or a hand-drawn recognizable facsimile of either bottom panel printed from any source.

Soft Pack  
bottom panel

Flip-Top Box  
bottom panel



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